

1962 PRIVATE PRODUCTION, LABS UP

Ont. Ozone Ops Ingenious Folk

Free Sunday shows in Ontario drive-ins, with reliance on concessions' operation to make them worthwhile, are creating objections from exhibitors in ozoners and hardtops who aren't following the policy and are affected adversely by the competi-

(Continued on Page 3)

Pop. Now Over 19,000,000

Canada's population went over the 19,000,000 mark in June; it is now estimated at 19,272,000 as against 18,896,000 in June of 1963—an increase of 376,000. The increase of population, largely through immigration, by about 25 per cent since 1951, has been

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MGM Keeps Turning 'Em Out; \$80 Mil. Budget

With Night of the Iguana, How the West Was Won and The Unsinkable Molly Brown a big factor in the return to more frequent moviegoing by the public, MGM is marching right ahead into an \$80,000,000 production budget for 1964-65—\$16,000,000 more than for the previous year, it was reported by Morris Lefko, MGM vice-president and general sales manager. One new season feature, to be released next Spring, is The Loved One, which will get special presentation. It is one of 70 features MGM has in production right now.

The September to December schedule calls for the release of Quo Vadis, Murder Most Foul and MGM's Big Parade of Comedy in September; Of Human

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Para's 'The Naked Prey'

Cornel Wilde will star in Paramount's The Naked Prey.

OVERALL GAIN TOTALS \$1,421,441; NUMBER OF FIRMS NOW 76

At \$12,108,816 the gross revenue of 76 firms primarily engaged in the production and printing of motion picture films and filmstrips in 1962 (nine more firms than in 1961) was \$1,421,441 higher (13.3 per cent) than in the previous year. Revenue from production, \$7,312,205, was \$958,134 higher than 1961's \$6,354,071.

Herbert Allen Premier Prez; Gurston Allen Exec VP

Herbert Allen has succeeded his late brother-in-law, Louis Rosenfeld, as president of Premier Operating Corp. Ltd. and has been followed as vice-president by Gurston S. Allen, QC, whose title became that of executive vice-president. Wm. Rosenfeld, son of Joseph Rosenfeld, QC, the brother of Louis, has been elected to the board of directors. Earlier David W. Axler, theatre supervisor, had been elected to the board to fill the vacancy made by the passing of Jule Allen.

Herbert Allen has held the presidency of Theatre Holding Corp. Ltd., for a long time and retains it. The post of secretary, which was held by Jule Allen, is now held by Gurston Allen, his son, who is also a director.

The company has an aggressive policy of renovation, improvement and expansion. Theatre Holding has acquired the

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Printing and laboratory services, at \$3,946,179, were up by \$365,609 from the \$3,580,570 of 1961.

Income from other services, \$850,432, was higher by \$97,698.

While figures for employees of the 76 firms operating in 1962 were not given by the Dominion Bureau of Statistics and comparison with the previous years could not be made, the salaries and wages earned by the 1962

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Universal's 'Shenandoah'

James Stewart stars in Universal's Shenandoah, now shooting in Oregon.

Canada Product'n: Whys & Whynots

If the restlessness of Canada's young producers and would-be producers is ever converted into creative energy, this country won't lack vigor and vitality as elements needed to bring about a successful feature film industry. The restlessness, grown out

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Price E-U Salesman-Booker

Frank Price, in the industry since 1948 and recently of Astral Films, has joined the Toronto branch of Empire-Universal Films Ltd. as a salesman-booker, it was announced by Frank Kowcenuk, manager. Price has been a booker and salesman for both Rank Film Distributors and Astral.

'CAT IN THE BAG' BEST CANADA FEATURE

Best feature at the Second Festival of Canadian Films, held in the Place des Arts as part of the Montreal International Film Festival, was Le Chat dans le Sac (The Cat in the Bag), made by Gilles Groulx for the National Film Board. The 80-minute feature won the \$2,000 award presented by La Presse, La Patrie and Station CKAC. Other features entered were Don Owen's Nobody Waved Goodbye and Pierre Patry's Trouble Fete, which got a Special Mention.

In the short films class, the grand prix of \$1,000, donated by the Elysée Cinema, was divided between Jean Dansereau for his Paralleles et Grand Soleil, and Colin Low, who made The Hutterites. Special Mention went to Arthur Lipsett's Free Fall and Percé on the Rocks by Gilles Carles.

The Interpretation Prize of \$500, donated by The Montreal Star, was won by Claude Godbout for his role in Le Chat dans le Sac.

The awards were made at a break in the evening performance, just before presentation of François Truffaut's La Peau Douce.

The jury for this year's Festival of Canadian Films was composed of Saul Bass (USA), film maker; James Blue (USA), film maker; Ian Cameron (Great Britain), critic; Gianfranco De Bosio (Italy), film maker; Gilles Hénault (Canada), writer; Ross McLean (Canada), television producer; and Michel Patenaude (Canada), critic. Blue was chairman.

Four More From Ponti-Levine

Joseph E. Levine and Carlo Ponti have extended their association, which brought four features last year, for four more, the titles of which will be disclosed shortly.

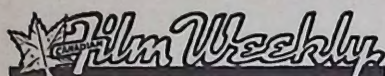
T. R. Lazarus Para Ad Mgr.

Theodor R. Lazarus has been named advertising manager of Paramount Pictures by Martin Davis, vice-president in charge of advertising and publicity. He replaces Jerry K. Levine.

U Puts Three More In Work

Universal Pictures will have three new productions before the cameras in August, bringing to 16 the number that went into production since the beginning of the year, as against 11 for all of 1963. With Norman Jewison having just finished The Art of

Love before taking off for the NFB's 25th anniversary celebration in Montreal, the number in the can is 13. The Favor, Fields of Honor and That Funny Feeling are the three new features. Jewison's Send Me No Flowers, for U, goes into the Music Hall.



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1962 PRODUCTION

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employees totalled \$3,728,592, a figure \$166,551 higher than the \$3,562,041 earned in 1961. Normally the DBS report is several months behind the year it deals with but the 1962 report, just issued, was 19 months behind because of delays in replies from companies and the volume of work entailed by the 1961 census, the DBS explains.

These figures, for private production are only part of the story. The National Film Board spends millions of dollars on production and lab services, and collectively a considerable sum is expended by various provincial government departments for the same purposes. Part of these expenditures is being sought for private producers by The Association of Motion Picture Producers and Laboratories of Canada.

Among the productions completed in 1962 in Canada by private industry were 52 theatrical shorts, 436 TV entertainment films, 251 TV information or documentary films, 475 non-theatrical and non-TV shorts and 28 silent films. Government agencies made two theatrical features, 71 theatrical shorts, 437 TV entertainment films, 377 TV information or documentary films, 588 non-theatrical and non-TV films and 186 silent motion pictures.

Private firms and government agencies printed 57,702,596 feet of 16 mm. film in black and white and 8,917,247 feet in color in 1962. Some 20,607,131 feet of 35 mm. film was printed in black and white and 732,276 feet in color.

Helping to account for the increased production in Canada in 1962 were the making of several features, among them *Ten Girls Ago* and *The Sweet and the Bitter*, both unreleased as yet.

WB's 'Speak Not Evil'

Warners has bought Edwin Lanham's *Speak Not Evil*.

MGM's 'The Loved One'

Dana Andrews has been added to the starring cast of MGM's *The Loved One*.

Canadian Production

(Continued from Page 1)

of frustration, was very evident at the closing symposium of the National Film Board's three-day celebration, which took the form of a cerebration, what with 18 small-panel discussions

Taylor Answered Most Queries

Although Nat Taylor had the majority of questions directed at him from the audience, he did not have it all to himself. Taylor, cast in the role of the Hard-Hearted Distributor, fielded the questions deftly, answering with a directness that won over most of the listeners. Later he, Don Owen and Roger Blais were taped for CBC-TV's *Question Mark* in the *Place des Arts*. Prodded by Peter Pearson, the program's producer, they debated Canadian production. Owen and Blais are NFB producers. The program time was pre-empted by a presentation about the Cyprus crisis, which had been brought about that day by Turkish jet bombing. It will go on September 15 at 8.30 p.m.

A table on the stage of the main auditorium, where the answerers were seated, was the firing line. From it Norman Jewison, a leading director of box-office hits who is from Toronto, said it would be foolish to make films for the Canadian market. "We must make films that will involve the audience emotionally anywhere." He thought that the French rule, by which the government puts up 40 per cent for a film after the producer provides 60 per cent, would be a good one for Canada.

Ross McLean, a TV producer at the table, commented: "The NFB is a sheltered operation. Private industries are exposed to harsher realities."

Sydney Newman, formerly of the NFB and the CBC and now head of drama for the BBC, said there had been much emphasis on the commercial phase of feature production during the symposium. "We shouldn't degrade our audiences by calling them dollars."

Giroux: Keep Trying

From the floor Claude Giroux, a former Montrealer now board chairman of Allied Artists, pointed out that it was extremely difficult to compete with USA production of features. He felt also that producers shouldn't be afraid of artistic films. "It took the writer of *Divorce* — Italian Style two-and-a-half years to find a producer," he said.

Bill Lester, president of United Amusement Corp., also from the floor, said: "We would welcome a production industry. The difficulty might be that we might try to make too many features. Fewer but better pictures are to

be preferred. Legislation to play them wouldn't be necessary if they're good. We'll be glad to play them."

Clifford Brown, CBC TV, asked Taylor about a quota for shorts. "Quota? There is a growing demand for shorts, so a quota isn't needed. Shorts can't make money for the producer and today we can't get enough. A protective quota would be a disaster."

To James Blue, who asked how a distributor judges a good picture, Taylor quoted the late Harry Cohn of Columbia: "I judge a good picture by the seat of my pants." He meant *The Wiggles Test*, Taylor explained. Pierre Juneau, who asked if the 40-or-so features shown over Montreal's four TV channels weekly affected the theatres, was told by Taylor: "It isn't good; We are trying to sell what they are giving away."

Value of Promotion

Felix Lazarus, a producer, asked whether a good budget ever helped a bad picture, giving *Hercules* as a film in question. Taylor said that Joseph Levine had spent \$1,000,000 exploiting *Hercules* because he had recognized its mass appeal. "Every child has heard of *Hercules*, the world's strongest man. Every man admires a strong man. Every woman wants to be in the arms of a strong man. That gives you the entire population."

Taylor's most quoted remark: "Canada should export the fruits of its talent, not its talent." On the Lamontagne announcement of a Government loan fund for production: "We should set up a system that would encourage production but keep the fly-by-nighters out." The futility of making features with possible artistic merit but no audience appeal was pointed up by Taylor a number of times, who said the success of a feature film industry in this country had a key word: "economics."

Legislation was all right in certain areas but it should be remembered by potential producers that "you can't legislate people into theatres."

HERB ALLEN PREZ

(Continued from Page 1)

lease of the Brad Theatre, Thompson, Manitoba, where it has the Strand. Its subsidiary, Chibougamau Theatres, Inc., has acquired land in Matagami from the Province of Quebec for the building of a theatre and its Sarnia Theatres Co. Ltd. has property for the erection of a drive-in at Preston, Ont.

Theatres affected by the renovation and improvement program at the moment are those in Simcoe, Tillsonburg, Smith's Falls, Waterloo, Willowdale and the Lyric, Kitchener, and the La Salle and Strand, Kirkland Lake.

Improvements include new sound, re-seating and re-spacing, new marquees and air conditioning.

News Clips

John E. Otterson, 83, who succeeded Adolph Zukor as president of Paramount Pictures, Inc. in 1928 when the latter became board chairman, died in Norwalk, Conn. recently. He was forced out of Paramount in 1936 with a \$200,000 contract settlement. Originally in the communications field, he was blamed by Wm. Fox for some of his troubles. The late Mr. Otterson held many important posts for the government and peacetime ones for private firms during his career ☆☆☆ First consideration in judging applications for CATV licences will be the possibly adverse effect financially on the free TV station in the location, said the Hon. J. W. Pickersgill, Minister of Transport... Laterna Magika, the Czechoslovakian process which employs film and live actors, ended its Broadway run after 18 performances.

Film Footage Computer, which gives the owner the footage and number of frames when he dials the running time for both 16 and 35 mm. films, is available without charge from Association-Industrial Films, 135 Peter St., Toronto, Ont. ☆☆☆ Jane Allen has succeeded her late husband, Lawrence Allen, to the management of the Willow Theatre, Willowdale, a Toronto suburb ☆☆☆ CBC cameraman Erick Durschmeid took seven miles of film in China, travelling about the country for two months in the company of writer Roy Faibish to film the first North American TV documentary about that Iron Curtain country, which was produced for fall showing by the team's captain, Patrick Watson ☆☆☆ Niagara Parks Commission is considering the erection of a \$500,000 theatre as a centre of music, drama and other arts.

The Canada Council sponsored a recent meeting at the Stanley House, New Richmond, Quebec, at which 12 of the country's top theatre people discussed the shortage of good playwrights, which is hampering the development of the theatre in Canada. The gathering was part of a six-week work and study period in various areas of the arts, humanities and social sciences — the second summer the CC has sponsored the sessions at the Stanley House, former residence of Governors-General. Gratien Gelinas chaired the theatre session ☆☆☆ About 400 persons attended services in New York for Sir Cedric Hardwicke, famed actor, among them some from Canada. A group from the British War Veterans was present. The funeral expenses were paid by the Actors' Relief Fund.

POP. 19,000,000

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a favorable factor in the Canadian motion picture industry's fight against the adverse effect of television and other competition. In 1951, the year before Canada got its own television, the population was 14,009,429. The 19,272,000 figure is as of July 1.

The fact that the largest group of immigrants were from the British Isles and therefore English-speaking was very important, for they became patrons for the general theatres immediately. The immigration program continues and may even be accelerated. The figures that follow are as of June.

The increase is the largest in the last three years. From 1960 to 1963 the population showed an increase of about 368,000.

Ontario showed the largest numerical increase. Its population grew from 6,448,000 to 6,586,000 — an increase of 138,000.

Quebec was second in the population race with 94,000 more people, increasing from 4,468,000 to 5,562,000.

After Ontario and Quebec, British Columbia had the greatest increase, spurting up to 1,738,000 from 1,695,000.

Alberta came in fourth, with an increase of 27,000, then Newfoundland and Saskatchewan. Both had 10,000 more people living within their borders.

In Newfoundland, the population increased from 481,000 to 491,000.

Manitoba had 8,000 more people.

Nova Scotia gained an estimated 6,000 people over the one-year period. Its population went up to 762,000 from 756,000.

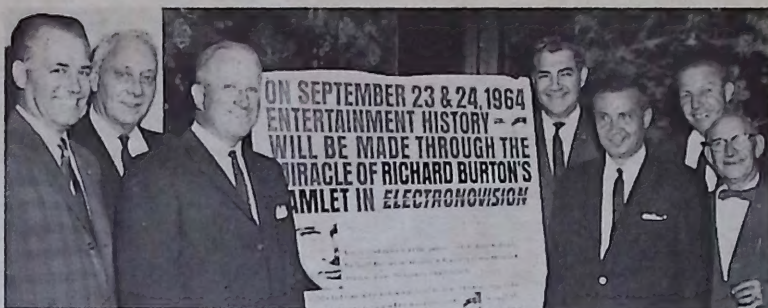
New Brunswick gained only half as many people as its neighbor, with an increase of 3,000 from 614,000 to 617,000.

The North West Territories and the Yukon came last in the numerical increase, but both showed gains of 1,000 people.

Venice Festival Rejects 'Lilith,' USA Quits Participation

Barring of *Lilith* as the American entry in the 1964 Venice Film Festival by the organizing committee as not being suitable has led to withdrawal from official participation by the USA. The decision was taken on the grounds that prejudgment of *Lilith* "eliminated any possibility of impartiality in making the awards."

Other American films have been entered independently and the statement, issued after a meeting of Motion Picture Association of America officials and those of various guilds, urged that withdrawal of official participation not prevent "fair appraisal" of them.



TOP PHOTOS

Warner Bros.' Toronto Seminar For 'Hamlet'

Famous Players' screening-room in Toronto was filled to overflowing by managers and executives who attended Warner Bros.' seminar on *Hamlet*, which is to get a two-day, four-performance presentation in *Electrovision* on Sept. 23-24 in many Canadian theatres.

The top photo, left to right, shows Bob Harvey, Capitol, North Bay; I. Coval, WB; Howard Schedewitz, Lyric, Kitchener; C. J. Jeffrey, Capitol, Sudbury; Bob Myers, WB; Howard Binns, Paramount, Peterborough; and Ernie Smithies, Capitol, Kingston.

Second photo — Wm. A. Crown, producer of *Hamlet*; Doug Walker, Capitol St. Catharines; Haskell Masters, WB Canadian general manager; Ted Doney, Palace, Guelph; Dan Krendel, Famous Players; George Forhan, Belle, Belleville; Bill Trudell, Capitol, London; and Al Hartshorn, Regent, Oshawa.

BOTTOM PHOTO

Quebec Execs and Managers At 'Hamlet' Seminar

The seminar was conducted by Robert Myers, Canadian sales manager, and Al Dubin, publicity director.

In the front row, left to right, are George Destounis, executive vice-president, United Amusement Corp.; Archie Cohen, WB Montreal branch manager; Wm. Lester, president, UAC; and Bob Myers. Second row: Jack Kroll, WB; Mr. Bourget, Dorval Theatre; Allan Spencer, Tony Filatrault and Don Drisdell, UAC; and Winston Curry, Snowdon Theatre. Back row: Bill Robinson, UAC; Paul Valliere, Quebec City; George Arnott and Tom Cleary, Consolidated Theatres Ltd.; Don Remus, Loew's Theatre; and Klaus Cieslewicz, Westmount Theatre.

\$2,510,444 U 6-Month Net

Universal Pictures showed a profit of \$2,510,444 for the 26 weeks ended June 27, Milton R. Rackmil, president, disclosed. The result is equal to \$2.96 per share. Last year's net profit for the same period was \$2,566,520.

Fox' 'Von Ryan's Express'

Frank Sinatra, Trevor Howard, Edward Mulhare, Brad Baxter and Sergio Fantoni star in 20th-Fox' *Von Ryan's Express*, now shooting in Italy and Spain under the direction of Mark Robson.

FREE D-I SHOWS

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tion. The free shows are usually given in townships where the plebiscites were lost; townships just outside cities where there are Sunday movies. The law can't touch them, since there's no admission charge. There's no amusement tax for the same reason.

The Twilite, near London, a Dydzak unit, offered free admission last year and this year is said to have some sort of film society scheme.

The Picton Drive-in in Picton, Ont. is drawing interest in the trade with its practices. The theatre offers "Free Movies Every Sunday During the Summer Months Starting at Dusk." Entries are permitted at 6 p.m. Wednesdays there's Family Night for \$1 per carload and there are midnight-to-dawn shows at \$1 per person. Owners are G. Wright and G. J. St. Gelais.

At the Breezes, just outside Brantford, Curly Posen offers free admission and charges a parking fee for cars — a legal action, he contends. He reserves the first four ramps for gratis walk-ins, who bring their own seating and register on entrance, giving their addresses also. The kids love it. He caught some who hadn't caught up with the new policy still stealing over the fence and told them they didn't have to do that any more. His program carries the question, "Are You In Favor of Sunday Movies?" Some of the kids marked it "No." They know that a favorable vote might end their privileges.

Nobody likes what these drive-ins are doing — except the operators and the public. The operators say that the main thing is to stay in business and make money. They buy their programs flat. It's understood that protests have been lodged with the exchanges. Perhaps the matter may provide discussion at the national meetings this fall.

Thief Grabs Loew's \$1,900

Robert Roy, assistant manager of Loew's Yonge St. Theatre, Toronto, was in the office of the theatre as a man burst in, pumelled him and grabbed a wooden cashbox with \$1,900 in receipts. The man, who was wearing black gloves, ran out on Victoria St. and disappeared into the crowd.

TV Station In Corner Brook?

Application for the establishment of a TV station in Corner Brook has been made by the Newfoundland Broadcasting Co. Ltd. to the Board of Broadcast Governors, which will hold a public hearing in Halifax on September 1. The community has two 35 mm. theatres.

NOTES: Michael Herve, a well-known columnist in Australia and a contributor to many magazines, has been appointed film critic for the new prestige national daily, *The Australian*, which is being published by the Hampton Press, 5 Dick St., Henley, NSW. He'll appreciate press releases from the usual sources . . . **Ampex Corp.** will market a TV-tape filing system that will replace manual filing . . . **Fulton Purdy**, former mayor of Cobalt, wrote to the council asking for tax consideration as an aid to his efforts to keep the local cinema open. He and a group arranged to reopen it after Premier Operating closed it when the theatre was no longer profitable. Cobalt citizens made strong representations for its reopening, saying that they could "not bear the public indignity of a closed movie house and travelling to Haileybury to see a show," as the *Northern Daily News* of Kirkland Lake reports . . . **Estevan**, Saskatchewan, will build a 2,000-seat "Theatre Under the Stars" as a Centennial project . . . **Ian Fleming**, creator of James Bond, died at 56 after a heart attack in London recently. He had written 13 books, two of which had been made into very successful films, and his lifetime earnings were calculated at \$3,000,000 . . . **The Grade Organization** of Britain, which is the biggest entertainment agency outside the USA and rings up over \$1,000,000 profit yearly, is about to become a public company. Lew and Leslie Grade, brothers, started this firm, with Lew having left to become managing director of ATV, now a leading independent TV company. ATV has completed a production deal which calls for a \$1,500,000 investment against a like amount by Associated Screen Productions Ltd., Toronto, producer of the *Forest Rangers* series, for 30 one-hour episodes to be made by the latter.

NEW YORK's New School for Social Research will offer two courses dealing with motion pictures: *The Motion Picture, 1917-35*, taught by director Joseph Goldberg, and *Film Production*, taught by photographer Arnold Eagle. Registration will begin September 1 and classes start September 23.

GERALD PRATLEY, writing in *The Telegram*, Toronto, about the film shows at the New York World's Fair, concludes: "It is debatable, however, whether the elaborate means and complicated processes employed to show them will ever be more than a novelty — the novel value of which is seldom new and little compensation for a well-made film telling an absorbing story portrayed by gifted actors on a sensible-sized screen."



JUST HEARD about a kids' summer camp with a nine-hole golf course and rooms with wall-to-wall carpeting. Reminds me of that story about the kid lifted from a Cadillac into a wheel chair by the chauffeur outside a luxury hotel as his fond momma watched . . . "Can't he walk?" a concerned bystander asked the mother . . . "Sure he can," she answered. "Thank God he doesn't have to." Where I was brought up we thought a kid with a soupstain was putting on airs . . . **Will** architects who design modern buildings get with the working life as we realists face it every day and please put a letter slot in the front door of buildings? There's no place to drop an envelope in after hours. You have to shove it through the cracks between two doors or leave it on the ground with a stone on it . . . I had a postcard from Alex Barris in Athens. On one side it showed the ruins of the Parthenon and on the other it said: "Teperman was here." That's a local joke: Teperman is the wrecker whose name is everywhere, what with so many buildings coming down. This man Teperman has wrecked more homes than John Barrymore, The Great Lover . . . This sign caught my eye in Montreal: "Great Expectations Maternity Shop" . . . **Where Science Fails:** Can no one invent a fireproof mattress — or one that won't fill an entire hotel with smoke when it smoulders? . . . **When will** The Sun Dial Press reissue that late Morton Thompson's wonderful *Joe the Wounded Tennis Player* as a paperback or a pocket book?



THE CBS BUY of the Yankees has caused much talk. I remember some years ago saying in this column that it wasn't unlikely that some film studio might own a great sports attraction or develop a boxing champion for theatre TV. The present is often the echo of the past. Today the Maple Leaf Hockey Club's games are offered on theatre TV by Famous Players. The Maple Leaf Hockey Club was the St. Pats in the 20's and it was owned by N. L. Nathanson, then managing director of Famous Players. He sold the team to a group headed by Conn Smythe that changed its name and built Maple Leaf Gardens to house it . . . **Private interview** with Card Walker, Disney ad and sales v-p, in *The Film Daily*, NY, says the company "has just signed to do work for the Toronto Fair in 1967, including the setting up of a Circarama theatre similar to the one now operating at Disneyland." I guess the CNE is preparing now for the challenge of the Montreal World's Fair in the Centennial year. What the CNE needs, said *The Globe and Mail* editorially last week, is "just part of the imagination that is going into the Montreal World's Fair." Perhaps we're getting around to it . . . **Just read something** that would have fitted in with the item higher up in this column about kids and nine-hole golf courses. Chi Chi Rodriguez, the golf pro from Puerto Rico, told an interviewer: "I was never a kid. I was too poor to be a kid."

ALLIED ARTISTS will be happy to hear Jacob Siskind's prediction in *The Montreal Star*: "Station-Six Sahara is going to be one of the biggest boxoffice successes of 1964. The picture is a far better than average suspense story, filmed with considerable taste and imagination." Even then, Siskind felt that it was a near miss as a Montreal Film Festival picture. This one has Carroll Baker . . . **For my part** you can throw Ookpik on the dump. I can't see anything charming about it. Can't we promote something else as a symbol of Canada? . . . **Is the George Dunning** who got a screen credit for those clever *Shot in the Dark* cartoon credits the one who used to be a National Film Board animator under Norman McLaren? They're as funny as those of the first Sellers' Clouseau feature, *The Pink Panther*, which made such a hit that the characters will be used for a series of short subjects . . . I'll be glad to try to get you seats for *My Fair Lady* at the University on Oct. 29, when it will be previewed for the joint benefit of the Pioneers and the Variety Club. Tickets are going fast, so try me quickly . . . **Some restaurants** ought to have their licences taken away for what they sell as fish and chips. How come, with all their modern equipment, they turn out something that's nothing more than a deep-fried blob, brown and hard on the outside and white paste on the inside? O, for those juvenile days when we bought fish and chips that came to us wrapped in old newspapers. The fish was naked and unspoiled by flour paste and the chips were from hard spuds. To douse them in vinegar and sprinkle on a bit of salt was to turn them into food fit for the gods! Yes-s-siree and by gosh!

THE FEATURE FILM is "the new frontier in Canadian show business," Mavor Moore, a producer who writes, directs and composes, told Don Townson, Toronto Star staff writer. "We don't have a feature movie industry here, yet it's the fourth biggest industry in the United States. A real gold mine is sitting right under our noses, and Canadian businessmen don't realize it. This is more crass than artistic, but we can make feature films here that would be more acceptable in Britain than American films, and more acceptable in the U.S. than British films."

OPINION of Harold Whitehead, film critic of *The Montreal Gazette*, in *Final Festival Thoughts*: "If Canada can turn out pictures like the winner, *Le Chat dans le Sac*, and the runner-up, *Nobody Waved Goodbye*, we can hold our head up in any company." James Blue, chairman of the jury for the Canadian competition in the Montreal International Film Festival, said: "If there was one fault, we thought it might just lie in the area of cinematic discipline." Critics thought along those lines also, suggesting that there was self-indulgence.

METRO-Goldwyn-Mayer, like Paramount, has agreed to make 20 feature films available to Subscription Television Inc., the California pay-TV system, from six to nine months after their first-run theatre engagements. Some of the company's top features of last season are included. Columbia and United Artists have followed.

TORONTO drive-in patrons responded strongly to The Beatles' film, *UA's A Hard Day's Night*, as did the patrons of the auditorium theatres in its 11-situation Toronto engagement. They started to line up at 4 p.m. and blocked entrances and roads. About half the cars were filled with parents and children. Managers report that the young people didn't need mass hysteria to squeal; they squealed in their cars.

THREE \$100 bonds will be among the prizes in the draw being arranged by the Canadian Picture Pioneers' annual golf tournament, to be held at the Tam O'Shanter Golf Club, Toronto, on August 27, 1964. Tickets are obtainable from Zeke Sheine, Odeon Theatres, 20 Carlton St., Toronto. Tickets for the draw are 50c each and a book of 12 sells for \$5. Tee-off times can be gotten from Martin Bloom at WA. 2-8931 or CL. 9-1551. There will also be jackpot prizes, putting contest prizes, table tennis matches and free booty bag, as well as the usual golf prizes.

MGM PROGRAM

(Continued from Page 1)

Bondage and Young Lovers in October; Joy House and The Outrage in November; and The Americanization of Emily, directed by Canadian Arthur Hillier, as the Christmas picture.

Among the many outstanding productions scheduled for 1964-65 and 1966-67, Lefko announced, are The Forty Days of Musa Dagh; Boris Pasternak's prize winning novel Dr. Zhivago, to be directed by David Lean; Evan Hunter's best-selling novel, Buddwing; Irving Berlin's Say It With Music; James Michener's fascinating novel, Caravans; Chinese Female, set against the Chinese-Mongolian border in 1935; and A King Is Born, the epic story of England's King Alfred the Great.

Among the productions now in preparation are a wide variety of entertainments, ranging from comedies to serio-comedies, dramas, best-selling novels and original screenplays, dealing with an exciting cross section of life and experience, including The Venetian Affair, Every Man Should Have One, Penelope, Don't Rock the Boat, A Likely Story, Around the World Under The Sea, Gabriella, Clove and Cinnamon, and The Claim Check.

In commenting on MGM's future production schedule, Lefko announced that the company had acquired the rights to Leon Uris' best-selling novel, Armageddon; Morris West's Shoes of the Fisherman, the best-selling novel about a modern-day Pope; Arthur Miller's After the Fall which will star Paul Newman and Sophia Loren; Nobody Loves an Albatross, Broadway success; The Sandpiper, which stars Elizabeth Taylor, Richard Burton and Sammy Davis, Jr.; How to Make Love in Five Languages, a new book; The Last Battle, by Cornelius Ryan, author of The Longest Day; and Roses Are Blue, to be directed by Garson Kanin.

"In addition to The Loved One," Lefko said, "Metro-Goldwyn Mayer currently has three important films in production." Shooting in London are The Yellow Rolls-Royce, which stars Ingrid Bergman, Rex Harrison, Shirley MacLaine, Alain Delon, Jeanne Moreau, George C. Scott, Omar Sharif and Edmund Purdom; and Operation Crossbow, starring Sophia Loren and George Peppard. In production in Dublin, under the direction of Jack Cardiff, is the Sextand Films Production of Young Cassidy for MGM, which stars Rod Taylor, Maggie Smith and Flora Robson.

UA's 'The Drums Of Kumasi'

Fanfare Films will produce The Drums of Kumasi late next year for UA release.

News Notes

BILL LESTER FOR CANADIAN FEATURES

"I agree producing feature films in Canada would be a difficult operation, but isn't any worthwhile project difficult?" wrote Wm. Lester, president of United Amusement Corp., Quebec's largest motion picture circuit and a Famous Players affiliate, to the editor of The Montreal Star in reply to a skeptical editorial about the Government's announced loan fund for feature film production. "Canadian films would be excellent publicity for Canada, probably the best procurable," he contended.

"Distribution would be no problem," his letter said. "All distributors, Canadian and international, large or small, are always looking for films to distribute. There are ten listed independent French film distributing companies in the Province of Quebec."

The sentence in the editorial, "The movie houses are mainly tied to Hollywood companies," is not factual, he wrote. Famous Players, the only company owned in the USA, is "completely autonomous in buying and booking films." At the present time he knows of no Americans holding executive positions in the Canadian Film Industry—distribution or exhibition.

"When you consider that the Federal Government allocates one hundred million dollars a year to TV and radio, I think part of this amount would bring greater returns to Canada, if devoted to film production," he asserted, pointing out that Britain and France "have been helping film production for many years."

Meanwhile The Winnipeg Tribune stated editorially that "there was an ironic twist" to the announcement in that private film-makers have "for many years lobbied to get the Government out of the film-making business and leave the field to free enterprise." This demand involved abolition of the National Film Board. The NFB will continue "but private film-makers will also be invited to line up at the public treasury."

ITEMS OF GENERAL INTEREST

The New York Yankees Baseball Club has sold 80 per cent of its stock to the Columbia Broadcasting System with the approval of the American League. Ownership of leading sports attractions by cinema circuits because of theatre television is by no means uncertain for the future . . . The Olympic Games will be telecast from Tokyo to this continent through the use of the USA satellite, Syncom 3, which was launched on August 19 and will take 12 days to settle 22,300 miles above the Pacific at the intersection of the equator and the international date line. The Games will be telecast by Japanese-American interests at a cost of \$600,000 . . . David Mayerovitch, a copywriter at Cockfield Brown who had written the book and lyrics of four Red & White Revues at Montreal's McGill U, has joined the script department of Crawley Films, Ottawa . . . Bulk of the \$12,600,000 estate of the late Lord Beaverbrook, formerly Max Aitken of New Brunswick, went to the Beaverbrook Canadian Foundation. Lord Beaverbrook had important motion picture investments in Britain years ago . . . The Empire, Montreal, operated by P. Boumansour, has become an art house called the Empire Repertory Cinema . . . Guelph Medical Officer Dr. G. Q. Sutherland recommended Astral's feature, Damaged Goods, which played the Odeon, saying it would be of assistance because of the rise in venereal disease . . . The Strand, Port Colborne, a Theatre Holding unit managed by Mrs. Edith Shank, has returned to six-day operation.

HARRY HORNER ANSWERS NEWSPAPER

The recent Toronto Globe & Mail editorial questioning the Government loan fund for feature film production announced by the Hon. Maurice Lamontagne was "based on misconceptions" and suffers from an inferiority complex — "the one malady which unfortunately holds the vast potential of Canada down," wrote Harry Horner, president of Enterprise Films Ltd., in a reply which appeared in the Letters to the Editor department. Enterprise Films is a Toronto-based production company financed by 25 businessmen, which plans six features.

Wrote Horner to the paper:

"I contend that the independent Canadian film maker, provided that he has only the highest aims toward the quality of his product, can very well compete in the present world market and can be particularly successful in the area of the low and medium-budgeted film. It is not necessary any more to look with fear and trepidation to the 'giant Hollywood' because the demands for quality low-budgeted commercial products are high and much needed all over the world.

"A distinguished, well produced commercial film is the aim of the Canadian independent film maker. The more independent film makers can produce high quality films, the more they will stimulate the beginning of an industry, and an independent industry as in other countries will have benefits for Canada."

Review

A SHOT IN THE DARK

with Peter Sellers, Elke Sommer, George Sanders.

(DeLuxe Color-Panavision)

United Artists

101 Min.

MAJOR BOXOFFICE.

Murder is turned into a frenzy of mirth in A Shot in the Dark. The picture explores the strange world of that most unique of French detectives, Jacques Clouseau, a mixture of fearless adventure and laughable ineptitude. Peter Sellers plays the French-flavored version of Sherlock Holmes, a characterization first conceived in The Pink Panther, which also was a Mirisch Corp. presentation of a Blake Edwards production for United Artists release.

Satire and sparks of comedy are touched off throughout as Sellers goes about investigating a murder. It seems that pretty Elke Sommer, a maid in the lavish household of George Sanders, is accused of shooting her Spanish lover. Sellers thinks differently and begins a stumbling series of steps to the truth.

Edwards who produced and directed, has mounted the film handsomely in DeLuxe Color and Panavision. He fires one zany situation after another. If there is any possible way of stubbing his toe on a clue, Sellers successfully finds it. It is all riotously funny in slapstick fashion. There is every reason to believe the film will chalk up big box-office returns.

Of course Sellers is superb in his role and Miss Sommer provides a fitting lead. As a man of many interests, including Miss Sommer, Sanders turns in a polished performance. Herbert Lom is seen as the chief inspector who is about to go out of his mind because of Seller's gift for bungling. Tracy Reed provides an effective vignette as the indiscreet wife of Sanders, as does Graham Stark, Sellers' low-temperature assistant.

The music by Henry Mancini and the photography by Chris Challis complement the film excellently.

CAST: Peter Sellers, Elke Sommer, George Sanders, Herbert Lom, Tracy Reed, Graham Stark, Andre Maranne, Douglas Wilmer, Vanda Godsell.

CREDITS: Producer-director, Blake Edwards; Screenplay by Blake Edwards and William Peter Blatty; Based on the play by Harry Kurnitz and Marcel Achard; Director of photography, Chris Challis.

(From The Film Daily, NY)

McWilliams' 'Film Art News'

Film Art News, a journal for this continent's art theatres, begins publication this month, states Harry K. McWilliams, its editor and publisher, who is a film industry veteran in the publicity and advertising fields. Temporary editorial offices have been established at 165 West End Ave., New York, NY 10023.

FANTASTIC!

PARK, TORONTO—4th WEEK!

ALOUETTE, MONTREAL—4th WEEK!

CENTURY, HAMILTON—5 WEEKS!

RIDEAU AND BRITANIA DRIVE-IN, OTTAWA—2 WEEKS

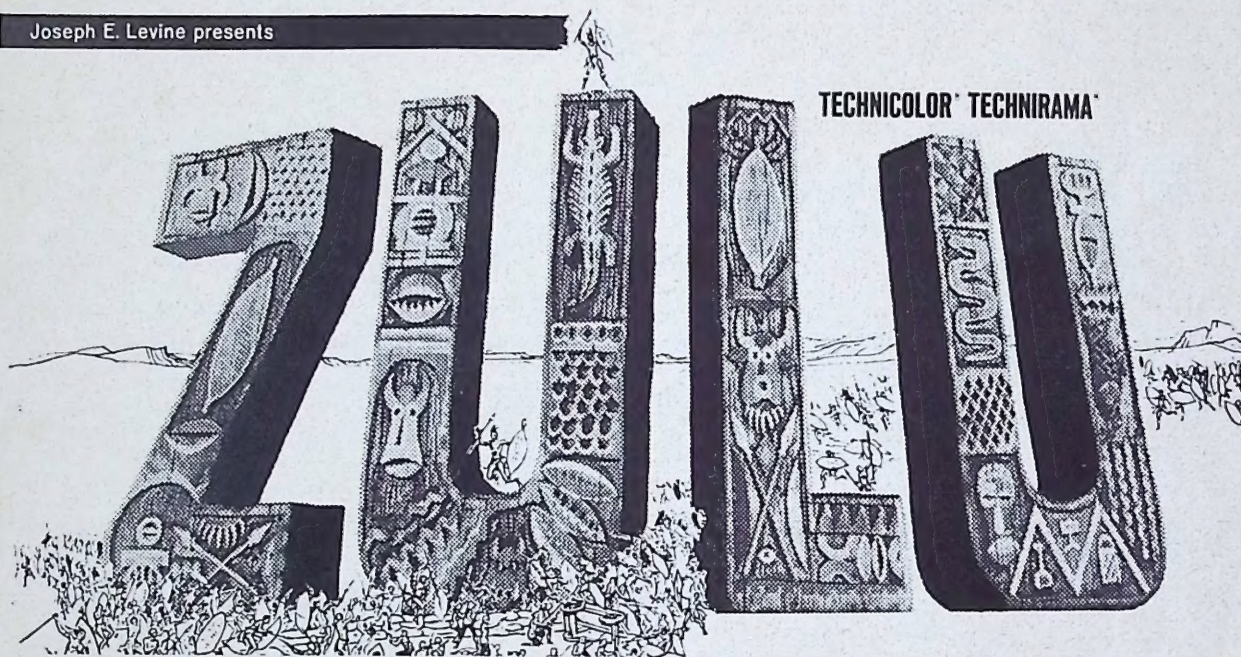
SENSATIONAL OPENINGS!

CAPITOL, KINGSTON

METROPOLITAN, WINNIPEG

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